

A persistent purpose to produce perfect biscuit

National Biscuit Company is inspired by a persistent purpose to produce perfect biscuit and to deliver them in perfect condition.

The accomplishment of this purpose has resulted in the building of modern bakeries, in the invention of new machinery, in the exercise of unceasing care, in the selection of finest ingredients.

The perfect products of the National Biscuit Company are delivered to you in perfect condition—some in packages with the famous Inner-seal Trade Mark, some in attractive small tins and some from the familiar glass-front cans.

Buy biscuit baked by

NATIONAL BISCUIT COMPANY

Always look for that name



Beauty Skin Deep

Women who share the care of the household or who are active in business life find Synol Soap a necessity once they become acquainted with its cleansing and antiseptic qualities. It keeps the skin fresh and youthful and prevents the complexion from becoming sallow, rough and irritating. It sterilizes.

SYNOL LIQUID SOAP

All who learn the value of a germ-destroying soap for toilet purposes give SYNOL the preference. Synol is both a dirt remover and a germ exterminator. Can be used for all toilet purposes, especially in the bath, on account of its balmy effects on an irritated, itching skin. It is good for a dozen uses that no other one toilet soap can accomplish. Try it to-day.

AT ALL DRUG STORES

Johnson & Johnson
New Brunswick, N. J.

MITCHEL AND M'CALL VOTE EARLY, THEN REST

Rival Nominees at Polls by 10:30—Former Goes Motor-ing, Latter to Golf.

SULZER BALLOTS AT 6 A. M.

Photographers Besiege Whitman—Hennessy's Choice, "Straight Republican"—C. F. Murphy Poses.

Both the fusion and the Democratic candidates for the Mayoralty of New York cast their ballots about 10:30 o'clock yesterday morning, and then started out to devote a few hours to recreation in the open air. John Purroy Mitchel spent the afternoon motoring with Mrs. Mitchel and friends in Westchester County, and Judge Edward E. McCall went to Bayside, Long Island, to play golf on the links of the Oakland Club.

Mr. Mitchel cast his ballot at the polling station at West End avenue and 57th street. He went in an automobile from his home, at No. 23 Riverside Drive.

Judge McCall found a long line ahead of him when he reached the polling place at No. 562 Amsterdam avenue and had to wait a half hour for his turn. He walked from his home, at No. 321 West 86th street, with his secretary, Charles A. Hickey, and his bodyguard, John Mackin. A number of friends met him at the polling place and assured him that he would be the next Mayor. Asked if he intended to vote a straight ticket, he replied: "I should hope so."

District Attorney Charles S. Whitman voted under fire, as he observed when flashlights blazed about him at the polling station at No. 412 Fourth avenue. Mr. Whitman had walked out without breakfast from his home, at No. 37 Madison avenue.

George McAneny, President of the Borough of Manhattan and fusion candidate for President of the Board of Aldermen, voted at the polling place at Madison avenue and 40th street shortly after 11 o'clock.

Controller Prendergast voted at Eighth avenue and 34 street, in Brooklyn.

Former Governor Sulzer arrived at the polling place at No. 284 East Houston street, in the 1st Election District of the 5th Assembly District, as soon as it was opened.

John A. Hennessy voted a straight Republican ticket in the 19th Election District of the 11th Assembly District.

Charles F. Murphy, after voting at No. 237 First avenue, made the prediction that the Democrats would win by 150,000. He posed graciously for the photographers.

CINCINNATI REPUBLICAN

Toledo Also; Cleveland Close and Columbus Democratic.

Columbus, Ohio, Nov. 4.—State issues, involving constitutional amendments for a small Legislature, state and county short ballots and an initiated anti-shipping liquor bill, were lost sight of in to-night's returns on the Ohio election. These issues were crowded out until a late hour by intense interest in Mayoralty contests in many cities.

With three-fourths of the vote for Mayoralty candidates known, the defeat of Henry T. Hunt, Mayor of Cincinnati, who was swept into office two years ago on a huge reform wave, is conceded by the Democratic campaign committee. Frederick S. Spiegel, the Republican nominee, has a safe lead, and political experts estimate his plurality at from 3,000 to 4,000. The entire Republican city ticket was elected also.

Mayor Hunt made his fight, as he did two years ago, upon the Republican city organization, which was formerly controlled by George B. Cox.

In Cleveland returns indicated that the Mayoralty would hinge upon a few hundred votes. Late to-night Mayor Newton D. Baker, Democrat, of Cleveland, was leading his opponents by about 1,000 votes.

Carl Keller, Republican, will be the next Mayor of Toledo.

Mayor George J. Karb, Democrat, has been re-elected in Columbus.

Scattering returns indicate that the constitutional amendments providing for a small Legislature and state and county short ballots were rejected. Amendments exempting public bonds from taxation and giving to women the right to be appointed as heads of institutions having charge of women and children were probably adopted.

PRESIDENT WILSON VOTES

Students Serenade Him as He Does His Part to Elect Fielder.

(From a Staff Correspondent of The Tribune.) Princeton, N. J., Nov. 4.—Amid the strain of that famous old Princeton song, "Whoop 'Er Up for Old Nassau," President Wilson cast his vote this afternoon for James F. Fielder, Democratic candidate for Governor, in the polling place in the little fire engine house in Chambers street.

As the President, with his brother-in-law, Professor Stockton Axson, and Dr. Cary Woodson, walked toward the polling place, the students went along, too, singing all the while with the accompaniment of a band, consisting of a bass drum and a pair of cymbals. On the way one young student suggested that the President make a little speech from the university steps, and he did. He said:

"The gentlemen who seem to be in authority," indicating a cheer-leader, "informed me that I can proceed no further without saying a word. I came here to vote for a very excellent man for Governor, the Democratic candidate. But I shall not indulge in politics. I only want to say how delightful it is to me to renew my acquaintance and how pleased I am at your reception."

The students stuck right to the President until he had cast his ballot, after which he went for a short automobile ride with Ralph De Palma at the wheel. De Palma didn't try to break any speed records, for the President puts his limit at twenty-five miles an hour.

The President was accompanied on his trip to Princeton by Miss Eleanor Wilson, his youngest daughter, and the Misses Lucy and Mary Smith, of New Orleans, relatives, who have been guests at the White House for several days. He left here for Washington at 4:20 o'clock.

TRIBUNE FLASHES LIGHT OCEAN OF NEWS SEEKERS

Tide of Humanity Mounts High Around the Election Bulletin Board.

CROWDS ALL OVER TOWN

Bells and Horns Heard from the Battery to Bronx—"Ticklers" Comparatively Few—One Hurt—One Fire Scare.

The temperature was several degrees lower last night than the average for election nights in New York, a condition which discouraged any record outpouring to view the bulletin boards scattered from the Battery to the Bronx.

And another discouragement to that section of the population which prefers to attest its interest in politics through a tin horn was the foregone conclusion that Mitchel would win by a handsome plurality. Nevertheless, in front of The Tribune's board a vast assemblage gathered, whose assortment of noise-producing instruments could be heard in Jersey City.

A sea of faces upturned to watch the figures flashed stretched from Spruce street along Park Row until merged with the restless throng ever to be found about the Brooklyn Bridge entrance. The police kept a clear space in front of the newspaper buildings along the Row and a clear roadway for the passage of street-cars and other vehicles.

Across the Row, along the sidewalk skirting City Hall Park, and massed in the wide pathway of the park, another human ocean surged and flowed.

It was an ocean which seemed to sprout with bell buoys and fog horns, and whose tides, just as the tides of the real ocean are harnessed to the moon, seemed controlled by the white square of light on the Tribune Building. It was high tide, for instance, every time an election district reported a handsome lead for Mitchel on the sheet.

A similar crowd filled Herald Square and faded away up Broadway until it was hard to say where the Herald Square crowd stopped and the Times Square crowd began. Here some "ticklers" were in evidence; sidewalk vendors were openly offering them for sale without molestation. But bells and horns and lungs had a much greater share in the festivities.

In East Broadway, between Rutgers and Clinton streets, in 125th street, between St. Nicholas and Third avenues and in Bergen Plaza, the Bronx, similar crowds were reproducing pictures were flashed on the screens and pictures of the candidates. Mitchel's won the most applause, with Sulzer's a close second. Murphy's was everywhere hissed.

The only serious disturbance occurred at 104 street and Third avenue, where two rival bands of boys were nursing bonfires. In one of the clashes between these two gangs, in which one tried to steal the other's fuel, James Cleary, sixteen years old, of No. 156 Second avenue, a telegraph messenger boy, was shot in the groin.

"DECENT" FIGHT WOULD HAVE LOST, SAYS HENNESSY

Investigator Admits He Got a Little Wide of That Mark to Point Out Peril.

John A. Hennessy asserted last night that a wholly "decent" campaign against Tammany Hall would have "lost the day." "I have won," he said, "against the fact that fewer than 10,000 persons in the five boroughs knew me personally."

Mr. Hennessy, with a party of his friends, dined last night in Mouquin's restaurant downtown and later visited the Press Club. At the club Mr. Hennessy, in reply to a request for a statement, said:

"I can say now, in all truth, that I didn't tell half the facts. To have told them all would have made the thinking electors believe that I was irresponsible. All the truth would have imperiled the fusion cause."

"New York always has been a sane city, but sometimes a good kick was necessary to make its sanity get to a normally active state. I did what I could to get the patient awake. Were I a candidate, the campaign, from my standpoint, would have been polite, not to say decorous."

"Mr. Mitchel, Mr. Prendergast and Mr. McAneny furnished that to the finest point. They were gallant men in a contest that brought to them provocation every day. They lifted themselves above the hysterics of every night."

"I got a little bit wide of a fairly decent mark, but did so in a good cause, believing that the city should be stirred to the point of knowing its real peril. A wholly decent campaign against Tammany would have lost the day. It had to be on my part half way straight from the shoulder, and I was under the handicap that fewer than 10,000 persons in the five boroughs knew me personally."

FLINN'S MAN DEFEATED

Armstrong Pittsburgh's Mayor by 3,000 Majority.

(By Telegraph to The Tribune.) Pittsburgh, Nov. 4.—Joseph G. Armstrong was elected Mayor by about 3,000 over Representative Stephen G. Porter in Pittsburgh's non-partisan election.

Both are Republicans. Porter was supported by Progressives, led by ex-State Senator William Flinn, the Pennsylvania leader for Theodore Roosevelt in the last Presidential campaign. Armstrong was backed by United States Senators Boies Penrose and George T. Oliver, of Republican organization, and also by Democrats.

The election was determined by religious partnership. Many churches all over the city received return by special mail and telephone. Protestants were for Armstrong and Catholics for Porter. Both are Protestants, but Mayor Magee, a Catholic, supported Porter.

REPUBLICAN MAYOR WINS

Bridgeport, Conn., Nov. 4.—Clifford B. Wilson, Republican, was re-elected to-day Mayor of Bridgeport after one of the most bitter campaigns in the history of the city, defeating his Democratic opponent, Frederick C. Mullins, by a plurality of 2,140 votes. The Republicans also elected eight of the twelve members of the Board of Aldermen.

One of the surprises of the election was the falling off of the Socialist vote, candidates of that party receiving 1,700 votes, less than half the number received two years ago. The Progressive vote also showed a big falling off.

FIELDER WINS JERSEY BY 15,000 PLURALITY

Continued from first page.

votes ahead of the Assembly candidates. At an early hour this morning Mr. Fielder's majority in Hudson was estimated at 20,000, and it may be larger.

The result in Essex County was somewhat in doubt early this morning, with the indications that Mr. Stokes had carried the county by about 2,000. Mr. Colby, the Progressive, ran away behind the Roosevelt vote of a year ago, while Mr. Fielder held about the same vote as was cast for President Wilson. The Smith-Nugent machine holds the control of the Democratic organization, and it did its best to keep Mr. Fielder's vote down, so as to repudiate President Wilson, who as Governor conducted an unceasing warfare on the Smith-Nugent machine.

In the city of Paterson one of the results of the recent silk strike was the big vote polled by Demarest, the Socialist candidate for Mayor. It is probable that he will run second to Fordyce, the Republican candidate, who appears to be elected by about 800.

Charles O'Connor Hennessy, brother to John A. Hennessy, the New York investigator, was elected to the Senate from Bergen County.

ESTIMATED VOTE BY COUNTIES.

The estimated pluralities for Governor, by counties, and a list of the members of the new Legislature follow:

County	Fielder	Stokes	Colby
Atlantic	5,000	1,000	1,000
Bergen	1,000	1,000	1,000
Burlington	1,000	1,000	1,000
Camden	5,000	1,000	1,000
Cape May	450	1,000	1,000
Cumberland	300	1,000	1,000
Essex	2,000	1,000	1,000
Hudson	150	1,000	1,000
Hunterdon	1,400	1,000	1,000
Mercer	1,500	1,000	1,000
Middlesex	1,000	1,000	1,000
Monmouth	1,500	1,000	1,000
Morris	500	1,000	1,000
Ocean	100	1,000	1,000
Passaic	1,500	1,000	1,000
Salem	200	1,000	1,000
Somerset	250	1,000	1,000
Sussex	1,000	1,000	1,000
Union	800	1,000	1,000
Warren	1,500	1,000	1,000
Totals	34,500	19,750	19,750
Indicated plurality for Fielder	13,450		

Senators Elected Yesterday.

Atlantic—Walter E. Edge (R.). Bergen—Charles O'Connor Hennessy (D.). Cumberland—John A. Ackley (D.). Hudson—Charles Egan (D.). Mercer—Barton B. Hutchinson (R.). Morris—Charles Hathorn (R.). Salem—Collins Ballen (R.). Ocean—William E. Blodgett (D.). Total—Republicans, 4; Democrats, 4. Hold-over Senators—Republicans, 6; Democrats, 7. Democrats will have a majority of one in the new Senate.

THE ASSEMBLY.

ATLANTIC COUNTY. E. L. Richards (R.). Carlton Godfrey (R.). BERGEN COUNTY. Arthur M. Aarow (D.). Edgar A. De Vos (D.). T. E. English (D.). BURLINGTON COUNTY. Robert Peacock (R.). CAMDEN COUNTY. John B. Kates (R.). Garfield Pancoast (R.). Henry S. Foster (R.). CAPE MAY COUNTY. Joseph Camp (R.). CUMBERLAND COUNTY. Leon C. Oliver (R.). ESSEX COUNTY. R. H. Fisher (D.). J. McCabe, Jr. (D.). Joseph D. Blum (D.). A. Nutting (D.). J. P. Panscoe (D.). Edward G. Eaton (D.). Simon L. Fisch (D.). H. A. Castellano (D.). Thomas P. Curran (D.). J. S. Egan (D.). Frank A. Foley (D.). Michael J. Quigley (D.). GLOUCESTER COUNTY. Oliver J. West (D.). HUDSON COUNTY. W. L. McDermott (D.). Clinton E. Fisk (D.). Daniel O'Regan (D.). Joseph Carroll (D.). Harry Kuhke (D.). J. S. Egan (D.). Thomas P. Curran (D.). J. S. Egan (D.). M. Breckenbush (D.). T. G. Gannon (D.). HUNTERDON COUNTY. O. C. Holcombe (D.). MERCER COUNTY. Edgar G. Weart (R.). Luke B. Travers (D.). Harvey E. Moore (R.). MIDDLESEX COUNTY. G. L. Burton (D.). J. P. Kirkpatrick (D.). S. A. Quinn (D.). MONMOUTH COUNTY. William J. Winans (D.). Wm. E. Mount (D.). MORRIS COUNTY. Harry Mettler (R.). G. W. Downs (R.). OCEAN COUNTY. David G. Conrad (R.). W. Clement Moore (D.). PASSAIC COUNTY. John Hughes (R.). Wm. J. Harbour (R.). William Hearst (R.). G. H. Dalrymple (R.). E. B. Randall (R.). SALEM COUNTY. L. H. Greenwood (R.). SOMERSET COUNTY. A. M. Beekman (D.). SUSSEX COUNTY. Henry T. Kays (D.). UNION COUNTY. F. V. Dobbins (D.). Wm. L. Leonard (D.). John J. Griffin (D.). WARREN COUNTY. Dr. H. O. Carhart (D.).

RE-elected.

DEMOCRATS HOLD KENTUCKY. Louisville, Ky., Nov. 4.—With 28 out of 198 precincts missing, John L. Bache-meyer, Democratic candidate for Mayor, has a plurality of 5,464, enough to insure election. Axton, Progressive, has 16,902; Wood, Republican, 13,85. Returns indicate one Progressive member of the Legislature has been elected from Louisville in place of a Republican. The Legislature remains strongly Democratic.

REPUBLICANS DEFEAT PHILADELPHIA FUSION

Reform Administration Fails to Carry the City by 40,000.

RE-ELECTION FOR ROTAN

District Attorney May Have 50,000 Plurality—Voters Confused by Size of Ballot.

(By Telegraph to The Tribune.) Philadelphia, Nov. 4.—Returns received up to midnight indicate that the Republican ticket has been victorious over the fusion forces by a plurality probably in excess of 40,000.

Mayor Blankenburg's reform administration failed utterly in its efforts to gain control of Councils. Samuel P. Rotan was re-elected District Attorney by about 50,000, and somewhat smaller pluralities were rolled up by James B. Sheehan for Register of Wills, William McCosch for City Treasurer and W. Freeland Kendrick for Receiver of Taxes.

To-day's election, regarded as the most important municipal contest in recent years, also involved the election of two judges of the Superior Court, four Common Pleas judges, nine Municipal Court judges, Councilmen in every one of the forty-seven wards, together with seven magistrates and election officers figuratively without number.

The fusion forces were made up of the combined Washington and Democratic parties, with their adherents and active, thrived workers, and against the fusionists was the Republican organization.

The ballot, incidentally, caused considerable trouble because of its size and unwieldiness. In many polling places the election officers saw early in the day that the ballot boxes prescribed by law would not be sufficiently large to hold the unusually thick and cumbersome ballots. Consequently, provision was made in advance, and barrels and boxes were prepared to hold the overflow after the padded iron boxes should be filled.

Republican leaders say that the result of to-day's election assures the election of a Republican Senator and Governor next year and of a Republican Mayor here in 1915.

Pennsylvania to-day elected two judges of the Superior Court on a non-partisan ballot. There were four candidates and it is probable that Judge John J. Henderson, of Crawford County, was re-elected and James Alcorn, of Philadelphia, was also elected. Both are Republicans and will serve ten years.

The proposed amendment to the constitution authorizing a bond issue of \$50,000,000 for road purposes was probably defeated.

MAYOR LUNN DEFEATED

Fusionists Carry Schenectady—Socialists Elect Sheriff.

(By Telegraph to The Tribune.) Schenectady, N. Y., Nov. 4.—Mayor George R. Lunn, Socialist, was defeated by J. Teller Schoolcraft, Independent Democrat and candidate of the citizens' movement, by 2,100 majority. The Council and County Board of supervisors were also taken from the Socialists' control.

Lunn received 7,271 votes and Schoolcraft 5,171. P. J. Hemmerling, a labor man, characterized by Mayor Lunn as a "lame, blind duck" because of his activity in behalf of the citizens' ticket, was elected president of the Council over Dr. Charles F. Steinmetz, Socialist. In all except five of the thirteen wards the Socialists had named aldermen and supervisors.

Herbert M. Merrill, former Socialist Assemblyman, carried the city by 400 plurality over Assemblyman A. P. Squire, Democrat, and Walter C. McNab, Republican. Lewis E. Welch, Jr., Socialist candidate for Sheriff, polled 1,200 more than his Democratic and Republican opponents in the city. Welch is the first Socialist elected Sheriff in this state. The county ticket was not fused against the Socialists.

SURVIVOR OF TITANIC KILLED.

Shamokin, Penn., Nov. 4.—Martin Moran, a survivor of the Titanic disaster, was killed to-day by a rush of coal at Natalie Colliery. He had been employed as a sailor on the big liner, and when she went down he jumped into the ocean, swam to a boat and was saved.

Wild's Orientals

Truth is not considered excess baggage when a Wild's Oriental is being described to you. As the rug is to become a principal part of the household, its whole character is laid bare. To be true and not to charge extra for it is unusual, but it has made Wild's Orientals the standard of the rug world.

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Why the Equitable Building—

BECAUSE it offers you the most central and accessible location in Downtown New York—because it offers you the sum total of advantages and facilities—because its size and elasticity of layout allow for the expansion of your business—because, speaking of economy in its truest sense, its space is the most economical to buy—and, finally, because the greatest building on earth, it offers you some part of its prestige and some fraction of its fame.

Leases now being made from May 1, 1915. The building, however, is due to be completed 2 or 3 months ahead of this date.

Equitable Building

Temporary Office, 27 Pine Street

MOOSE WIN IN SYRACUSE

(By Telegraph to The Tribune.) Syracuse, N. Y., Nov. 4.—Louis Will, Progressive, was elected Mayor of Syracuse to-day over James Dolan, Democrat, and Eugene Mack, Republican, after one of the bitterest personal campaigns in the history of the city. The vote: Will, 5,847; Mack, 5,458; Dolan, 5,151.

Syracuse gave a large complimentary vote to Frank H. Hiscok for Associate Judge of the Court of Appeals.

NASSAU REPUBLICANS WIN.

Mineola, Long Island, Nov. 4.—John Lyon, Republican, was elected Assemblyman from Nassau County to-day. He defeated Le Roy J. Weed, Democrat and Progressive. The Republicans carry the county ticket except for County Treasurer, which is close and will need full returns before being decided.

B. Altman & Co.

have effected extensive reductions in the prices of Women's high-cost Trimmed Hats, including Paris models as well as designs originated in the establishment.

A special offering for this day (Wednesday), in the Millinery Department on the Third Floor, will consist of a number of Trimmed Velvet and Plush Hats in smart, effective styles for Autumn and Winter wear, at the very attractive price of **\$12.00**

Special Sales of Black Peau de Souris, Women's Blouses and Women's Knitted Underwear will also be held this day (Wednesday).

Women's Silk Afternoon and Evening Dresses

now being shown in generous assortments at unusually attractive prices, include a large number of Imported Dresses reflecting the latest Paris fashions.

Among the Dresses marked at special prices are the following:

Afternoon Dresses, actual values \$40.00 to \$68.00 at **\$28.00 & 42.00**

Evening Dresses, actual values \$48.00 to \$75.00 at **\$32.00 & 48.00**

Afternoon and Evening Dresses, actual values \$85.00 & 110.00 at **\$65.00**

B. Altman & Co.

have on sale, in the Velvet Department, the latest Paris shades in the fashionable Dress fabric, Silk Duvetyn.

The Dressmaking Department is prepared to make to order, in workrooms in the establishment, **WOMEN'S THREE-PIECE SUITS** at the following exceptional prices:

Broadcloth Suits at **\$100.00**

Silk Plush Suits at **125.00**

Karakul Cloth or Duvetyn Suits at **150.00**

Models and Materials are displayed on the Seventh Floor.

(THIRTY-FIFTH STREET ELEVATORS.)

Fifth Avenue, 34th and 35th Streets, New York.

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Lexington Ave. cor. 124th Street
Grand Street cor. Clinton Street
East 72d St. bet. Lexington & 3d Aves.
East Houston St. cor. Essex St.

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